



PROGRAM CRITERIA

The Cambridge Climate Leader Program brings together community partners to help achieve the goals of the Cambridge Climate Protection Plan. The plan adopted by the City Council in December 2002 sets a goal of reducing greenhouse gas emissions in Cambridge by 20 percent below 1990 levels by 2010. The Climate Leader Program establishes criteria and provides recognition to participants. The City will also facilitate information exchange among partners and help connect partners with technical and financial resources.

At the annual GoGreen Awards event, all Climate Leader participants who take the pledge to reduce greenhouse gas emissions will be recognized. Additional recognition will be given to partners that meet the criteria in all three categories. The participants and their accomplishments will be publicized through the City's website, press articles and other media coverage, and a logo program.

GENERAL PRE-REQUISITES

- The business or organization has submitted the Cambridge Climate Leaders Agreement signed by an authorized representative committing to supporting the goals of the Cambridge Climate Protection Plan. For participants with multiple facilities in Cambridge, facilities may be registered individually.
- Designate a representative of the business or organization to serve as the primary contact and to coordinate internal efforts.
- Make the facility available for a site visit by City staff.
- Report annually on the business or organization's efforts to comply with the pledge.

ENERGY

To be eligible for the energy part of the award, organizations must meet one of the following qualitative criteria and two of the elective criteria:

Qualitative Criteria

- Become an official federal Energy Star partner.
- If a university or college, join the Campuses for Climate Action program sponsored by Clean Air – Cool Planet
- Have your Cambridge facility audited by the NSTAR energy efficiency program, a professional engineer, or certified energy manager within the previous 2 years.
- Benchmark your building with the Energy Star Portfolio Manager.

- Be located in an Energy Star rated building.
- Be located in a LEED certified building.

Elective Criteria

- Participate in NSTAR energy efficiency programs by obtaining rebates for upgrade projects.
- 75% of your building or office's lighting converted to high-efficiency fixtures.
- All photocopiers, computers, and printers are Energy Star rated.
- Incorporate energy efficiency criteria into purchasing policies.
- Inventoried and replaced inefficient motors and/or replaced inefficient HVAC equipment through NSTAR's energy efficiency programs.
- Utilize district steam for heating, cooling, or processes (e.g., connected to the Dalkia steam system).
- Develop and implement an employee energy efficiency awareness and action plan.
- Purchase at least 10 percent of your electricity from renewable sources (renewable energy certificates may be used to demonstrate this commitment).
- Install at least 1 kilowatt of photovoltaic panels on your building.
- Install a green roof on at least 50% of roof area.
- Establish vegetative cover on 50% or more of property area (including tree canopy cover over impervious areas).
- Other measures that improve facility's energy efficiency by 10% compared to the previous 3-year average (e.g., install a combined heat and power system).
- Implement an innovative measure not described above. The City will review documentation and judge whether the innovative measure merits qualification based on energy performance.

TRANSPORTATION

To be eligible for the transportation part of the award, organizations must meet one of the following quality criteria and one of the elective criteria:

Quality Criteria

- Document a 15% improvement in mode split over that business' record for the previous year.
- Achieve a mode split that is 15% better than the census tract average.
- Be in compliance with the Parking & Transportation Demand Management Ordinance commitments, if applicable (your organization will have been issued a PTDM approval by the Community Development Department if the ordinance applies).

Elective Criteria

- If a business/institution is an establishment where the travel of customers is the major transportation issue, offer customers at least two substantive incentives for non-automobile travel, e.g., a 5% discount for holders of T passes or people showing bike helmets, a free subway token for customers who don't ask for a parking voucher; a check-off coupon for regular pedestrian customers.
- Establish anti-idling policies for delivery vehicles (either vehicles making deliveries to the business/institution or vehicles delivering for the business/institution).
- Establish a green fleet policy for the acquisition, maintenance, and operation of vehicles to ensure that the organization's vehicles are as fuel efficient and clean as possible.
- Develop a program to reduce employee on-the-job motor vehicle travel.
- Sponsor a bench or shelter at a nearby bus stop—pledge to keep a bus stop clean and free from litter.
- If the organization owns diesel vehicles, convert at least half the diesel fleet to 20% biodiesel.
- Other measures that reduce vehicle miles traveled in excess of the qualitative criteria or increase average fleet fuel economy by 10% compared to the previous 3-year average.
- Implement an innovative measure not described above. The City will review documentation and judge whether the innovative measure merits qualification based on reducing vehicle miles traveled or reduced fossil fuel use.

WASTE MANAGEMENT

To be eligible for the waste management part of the award, organizations must meet both of the quality criteria and at least two of the elective criteria.

Quality Criteria

- Established recycling program in place for all designated recyclables that comprise 5% or more of trash by weight. Designated recyclables: cardboard, glass containers, metal cans & foil, paper, plastic containers, scrap metal, vehicle batteries, waste oil (kitchen or car) and yard/wood waste.
- Organization has joined community pledge to work to recycle 40% of its waste. Pledge must be communicated to the City's Recycling Director, Randi Mail by email rmail@cambridgema.gov or by mail to 147 Hampshire Street, Cambridge, MA 02139.

Elective Criteria

- Printers default to double-side printing.
- Participating member of the EPA's WasteWise program. See www.epa.gov/wastewise for more information.
- One-sided scrap paper used in fax machines, as cover sheets and when printing drafts.
- Fax via email is utilized.
- All paper products purchased contain at least 30% post-consumer recycled fiber including copy paper, stationary, folders, notepads, business cards, toilet tissue, paper towels, napkins, paper plates and cups.
- Establish and implement policy that all literature be printed on at least 30% post-consumer recycled paper and indicate that it is "printed on recycled paper".
- If food establishment, commitment to provide non-Styrofoam food take-out containers.
- Reusable dishes, glass and silverware used in cafeteria, lunchrooms and/or for conference rooms.
- Reuse program established for shipping pallets.
- Recycling/donation program in place for old computers and televisions.
- Mailing lists kept current and targeted. People given the choice to "opt out" of your mailing list. Postcards used rather than letters, where feasible.
- Condiments such as jam, butter, sugar, cream, ketchup and mustard served in bottles and serving dishes instead of individual packets.
- Hand dryers installed in bathrooms to eliminate paper towel waste.
- Past or planned renovations incorporate at least 60% recycling of construction debris
- Food composting implemented
- Implement an innovative measure not described above. The City will review documentation and judge whether the innovative measure merits qualification based on reducing waste generation.

For more information or assistance, contact John Bolduc, Environmental Planner, 617-349-4628 or jbolduc@cambridgema.gov.

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